



case study

Client:

ACE Laundry

Project:

Driving local-service visibility through advanced GEO and on-page optimization

Provided:

GEO

Year:

2025



Key Results Snapshot



+312%

AI Visibility Score

Increased from 16 to 66



176

Relevant AI Prompts Indexed

Unique service-related
queries



3.8_x

Topical Authority Growth

Increase across commercial
laundry and repair topics



+57%

Organic Lead Growth

Quarter-over-quarter improvement

Overview & Challenge *ACE*

ACE Laundry provides commercial laundry equipment sales and repair services for hospitals, hotels, and multi-unit facilities.

Despite a strong reputation, the company struggled to rank in both traditional and AI-driven searches. Competitors with lower authority often appeared first for high-value prompts such as "**commercial washer repair near me**" or "**industrial laundry equipment service providers**."

The brand's dependence on paid listings limited lead volume and profitability.



Approach & Strategy



The Ad Firm performed a full digital-visibility audit, combining GEO data with traditional SEO signals.

The strategy focused on aligning ACE Laundry's web presence with AI search behavior:



Structured Schema Deployment

Implemented LocalBusiness, Service, and FAQ schema across 70+ pages to help AI systems understand ACE's coverage area and offerings.



Content Cluster Development

Created detailed service clusters for commercial washer repair, dryer maintenance, and equipment sales with conversational headings and natural-language copy to match AI intent.



Entity Reinforcement

Linked brand mentions with manufacturers, parts suppliers, and geographic zones to strengthen contextual signals for generative engines.



Citation & Digital PR

Built authority through niche facility-management publications and local business profiles.



Execution Highlights



The Ad Firm restructured ACE's sitemap and service taxonomy, making each location and service modular for AI indexing.

An FAQ framework was introduced to answer long-tail queries such as "how often should hotel laundry equipment be serviced?" and "who repairs commercial washers in Los Angeles?"

Internal links were optimized around intent, while visual content (before/after equipment photos, maintenance guides) was annotated for image-based AI retrieval.



Results & Data



Within 90 days, ACE Laundry's AI Visibility Score climbed from 16 to 66 (+312 %).

The company is now referenced in AI responses for key prompts including:

- ✓ "best commercial laundry repair companies in California"
- ✓ "industrial washer maintenance specialists near me"
- ✓ "ACE Laundry service reviews for hospitals and hotels"



"The Ad Firm helped us dominate local service visibility. We're showing up in AI search when facility managers and property owners are asking for help — and that's translating directly into contracts."

— Operations Manager, ACE Laundry



Performance Metrics



AI Prompt Coverage

ACE Laundry captured **176 relevant AI prompts** and saw a **57 % lift in organic leads** quarter-over-quarter.



Traffic Growth

Website traffic from non-branded queries rose **49 %**, while local map impressions **doubled**.



AI Platform Visibility

The brand's content is now surfaced by ChatGPT, Perplexity, and Google's AI-Overview modules for commercial-service searches.



Business Impact & Takeaway



CHALLENGE

Heavy paid-ad dependency
and low organic visibility

RESULTS

Reduced ad spend and steady
inbound lead pipeline

SOLUTION

GEO optimization + technical SEO
to boost authority

By combining GEO optimization with deep technical SEO, The Ad Firm repositioned ACE Laundry as the go-to authority for institutional laundry solutions.

The engagement reduced paid-ad dependency and produced a sustainable, inbound lead pipeline. ACE Laundry now ranks within AI search results ahead of national competitors, demonstrating how localized schema and entity alignment can outperform larger budgets.



Ready to Transform Your Visibility?

See how GEO optimization can
drive results for your business

The Ad Firm specializes in advanced GEO
and on-page optimization strategies that
position your brand ahead of competitors in
both traditional and AI-driven search results.

Contact us today to learn how we can help
you dominate your local market and build a
sustainable lead pipeline.

Let's talk:

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